

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Margaret Aleles et al. Confirmation No.: 5056  
Application No.: 10/695,686 Group No.: 3626  
Filed: October 29, 2003 Examiner: Rachel L. Porter  
For: METHOD FOR PROVIDING PERSONALIZED PROGRAMS TO  
RETAIL CUSTOMERS

**Commissioner for Patents**  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Amendment**

Sir:

In response to the Office Action mailed December 24, 2008, the time for response thereto being March 24, 2008, please amend the above-identified application as indicated below.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.

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**CERTIFICATE OF EFS SUBMISSION (37 C.F.R. § 1.8(a)(1)(1)(C))**

I hereby certify that on March 24, 2009, that this correspondence is being submitted to the Patent and Trademark Office via the Office Electronic Filing System in accordance with § 1.6(a)(4).

/Margaret Turner/  
Signature

**Margaret M. Turner, Patent Paralegal**  
Type or print name of person certifying